



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

IVAN L. PRESTON RESEARCH COLLOQUIUM



“Using Inspiring Media for Social Good: Complexities and Potentials”

Mary Beth Oliver

Professor of Media Studies

The Pennsylvania State University (Penn State)

Donald P. Bellisario College of Communications

FRIDAY, SEPTEMBER 13, 2019, 10:30 TO 11:45 AM
VILAS 2195 (James L. Hoyt Multimedia Classroom)
821 UNIVERSITY AVENUE, MADISON, WI

Feeling inspired, moved, or touched by media messages has generated considerable research within the last several years. This research demonstrates that inspiring media portrayals have the potential to enhance feelings of connectedness with others, facilitate motivations for altruistic behaviors, and diminish stigmatization, among other beneficial outcomes. At the same time, not all individuals feel inspired by such media portrayals, nor do all outcomes associated with heightened feelings of “inspiration” necessarily result in “pro-social” outcomes. This talk will provide a model under development to capture the processes and complexities of using inspiring media for purposes of well-being and social good.

Mary Beth Oliver is the Bellisario Professor of Media Studies at Penn State and co-director of the Media Effects Research Lab. Her research focuses on entertainment psychology and on social cognition and the media. Her publications have appeared in such journals as the *Journal of Communication*, *Human Communication Research*, and *Communication Research*, among others. She is co-editor on several books, including most recently *Media Effects: Advances in Theory and Research* (4th ed.). In 2014 she was elected as an ICA Fellow, and in 2017 was awarded the Aubrey Fisher Mentorship Award from ICA.